

CONTRACT



RTV 6
1330 N. Meridian Street
Indianapolis, IN 46202
(317)635-9788

www.theindychannel.com

And:

Perkins Nichols Media
Attention: Bill Perkins
6330 E. 75th Street, Ste. 144
Indianapolis, IN 46250

<u>Contract / Revision</u> 183987 /		<u>Alt Order #</u>
<u>Product</u> AUTHORIZED BY SCOTT SCHNEIDER FOR SENATE		
<u>Contract Dates</u> 08/06/12 - 09/02/12		<u>Estimate #</u> 8/6/12-9/2/12
<u>Advertiser</u> Senate Majority Campaign Committee		<u>Original Date / Revision</u> 08/02/12 / 08/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WRTV	<u>Account Executive</u> Todd Kane	<u>Sales Office</u> Indianapolis
<u>Special Handling</u> Do Not Mail		
<u>Demographic</u> Adults 50+		
		<u>Total Ratings</u> 348.80
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	RTV 6	08/06/12	09/02/12	Good Morning America	7-9A		:30				NM	12	\$2,280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--				3	\$190.00	3.00			
Week:		08/13/12	08/19/12	MTWTF--				3	\$190.00	3.00			
Week:		08/20/12	08/26/12	MTWTF--				3	\$190.00	3.00			
Week:		08/27/12	09/02/12	MTWTF--				3	\$190.00	3.00			
N 2	RTV 6	08/06/12	09/02/12	Midday News	12P-1230P		:30				NM	14	\$2,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--				4	\$160.00	2.00			
Week:		08/13/12	08/19/12	MTWTF--				4	\$160.00	2.00			
Week:		08/20/12	08/26/12	MTWTF--				3	\$160.00	2.00			
Week:		08/27/12	09/02/12	MTWTF--				3	\$160.00	2.00			
N 3	RTV 6	08/06/12	09/02/12	5-530P News	5P-530P		:30				NM	8	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--				2	\$375.00	4.80			
Week:		08/13/12	08/19/12	MTWTF--				2	\$375.00	4.80			
Week:		08/20/12	08/26/12	MTWTF--				2	\$375.00	4.80			
Week:		08/27/12	09/02/12	MTWTF--				2	\$375.00	4.80			
N 4	RTV 6	08/06/12	09/02/12	530-6P News	530P-6P		:30				NM	12	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--				3	\$300.00	6.00			
Week:		08/13/12	08/19/12	MTWTF--				3	\$300.00	6.00			
Week:		08/20/12	08/26/12	MTWTF--				3	\$300.00	6.00			
Week:		08/27/12	09/02/12	MTWTF--				3	\$300.00	6.00			
N 5	RTV 6	08/06/12	09/02/12	6-630P News	6P-630P		:30				NM	12	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--				3	\$375.00	5.50			
Week:		08/13/12	08/19/12	MTWTF--				3	\$375.00	5.50			
Week:		08/20/12	08/26/12	MTWTF--				3	\$375.00	5.50			
Week:		08/27/12	09/02/12	MTWTF--				3	\$375.00	5.50			
N 6	RTV 6	08/06/12	09/02/12	7-730P News	7P-730p		:30				NM	12	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--				3	\$250.00	5.60			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertiser sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry. We certify that the advertising sales practices and this advertising sales agreement do not discriminate on the basis of race or ethnicity.



RTV 6
1330 N. Meridian Street
Indianapolis, IN 46202
(317)635-9788

www.theindychannel.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
183987 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/06/12 - 09/02/12	AUTHORIZED BY SCOT	8/6/12-9/2/12

<u>Advertiser</u>	<u>Original Date / Revision</u>
Senate Majority Campaign	08/02/12 / 08/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	MTWTF--				3	\$250.00	5.60			
Week:		08/20/12	08/26/12	MTWTF--				3	\$250.00	5.60			
Week:		08/27/12	09/02/12	MTWTF--				3	\$250.00	5.60			
N 7	RTV 6	08/06/12	09/02/12	Sun 6-630P News	6-630P		:30				NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S				1	\$250.00	10.30			
Week:		08/13/12	08/19/12	-----S				1	\$250.00	10.30			
Week:		08/20/12	08/26/12	-----S				1	\$250.00	10.30			
Week:		08/27/12	09/02/12	-----S				1	\$250.00	10.30			
Totals										348.80		74	\$19,620.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/26/12	56	\$14,795.00	\$12,575.75
08/27/12 - 09/02/12	18	\$4,825.00	\$4,101.25
Totals	74	\$19,620.00	\$16,677.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertiser sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry. We certify that the advertising sales practices and this advertising sales agreement do not discriminate on the basis of race or ethnicity.

183987

Buy Detail Report

Date: 8/2/2012

Revision #: 1

Bill To: INDIANAPOLIS

6330 e 75TH St ste 144

Indianapolis, IN 46250

Phone: 317 585 0000

Fax: 317 585 0010

Vendor: WRTV

1330 N. Meridian

Indianapolis, IN 46204

Jen Hyslop

Affiliation: ABC

Client: Senate Majority Campaign Commi

Media: TV

Product: Schneider SD30

Primary Demo: Adults 50+

Description: Schneider SD 30

Flight Start Date: 8/6/2012

Flight End Date: 9/2/2012

Buyer: Bill Perkins

Daypart	COST	NET CST	Wks							Total Spots	Adults 50+		Adults 35+		Men 25-54	
			Dur	8/6	8/13	8/20	8/27	Mon	Mon		RTG	CPP	RTG	CPP	RTG	CPP

Indianapolis May12 DMA Nielsen Live+3

Revision 1

WRTV-TV																
M-F 7a-9a	\$190.00	\$161.50	30	3	3	3	3			12	3.0		2.2		0.4	
GD MRN AMR-ABC											\$63.33		\$86.36		\$475.00	
											\$53.83		\$73.41		\$403.75	
M-F 12n-12:30p	\$160.00	\$136.00	30	4	4	3	3			14	2.0		1.5		0.1	
RTV6 NEWS-NOON<											\$80.00		\$106.67		\$1,600.00	
											\$68.00		\$90.67		\$1,360.00	
M-F 5p-5:30p	\$375.00	\$318.75	30	2	2	2	2			8	4.8		3.5		0.9	
RTV6 NEWS-5 1A											\$78.13		\$107.14		\$416.67	
											\$66.41		\$91.07		\$354.17	
M-F 5:30p-6p	\$300.00	\$255.00	30	3	3	3	3			12	6.0		4.3		1.0	
RTV6 NEWS-5 1B											\$50.00		\$69.77		\$300.00	
											\$42.50		\$59.30		\$255.00	
M-F 6p-6:30p	\$375.00	\$318.75	30	3	3	3	3			12	5.5		3.5		0.6	
RTV6 NEWS AT 6											\$68.18		\$107.14		\$625.00	
											\$57.95		\$91.07		\$531.25	
M-F 7p-7:30p	\$250.00	\$212.50	30	3	3	3	3			12	5.6		3.8		0.6	
RTV6 NEWS AT 7											\$44.64		\$65.79		\$416.67	
											\$37.95		\$55.92		\$354.17	
Su 6p-6:30p	\$250.00	\$212.50	30	1	1	1	1			4	10.3		7.0		4.8	
Su News											\$24.27		\$35.71		\$52.08	
											\$20.63		\$30.36		\$44.27	
Total Spots:										74						
Total GRP/GIMP(000):											348.8		242.6		59.0	
Total Cost:											\$56.25		\$80.87		\$332.54	
Total CPP/CPM:											\$47.81		\$68.74		\$282.66	

Total

AUG 12 \$14,795.00 \$12,575.75

56

Buy Detail Report

Date: 8/2/2012

Revision #: 1

Bill To: INDIANAPOLIS

6330 e 75TH St ste 144

Indianapolis, IN 46250

Phone: 317 585 0000

Fax: 317 585 0010

Vendor: WRTV

1330 N. Meridian

Indianapolis, IN 46204

Jen Hyslop

Affiliation: ABC

Client: Senate Majority Campaign Commi Description: Schneider SD 30

Media: TV Flight Start Date: 8/6/2012

Product: Schneider SD30 Flight End Date: 9/2/2012

Primary Demo: Adults 50+ Buyer: Bill Perkins

Daypart	COST	NET CST	Wks Dur	Mon 8/6	Mon 8/13	Mon 8/20	Mon 8/27	Total Spots	Adults 50+	Adults 35+	Men 25-54
									<u>RIG</u> CPP	<u>RIG</u> CPP	<u>RIG</u> CPP

Indianapolis May12 DMA Nielsen Live+3

WRTV-TV Revision 1

Total SEP 12 \$4,825.00 \$4,101.25

18

Pamela L. Sweeney

Buy Detail Report

Date: 7/30/201

Client: Schneider SD 30
Media: TV
Product: General Election
Primary Demo: Adults 50+

Flight Start Date: 8/6/2012
Flight End Date: 9/2/2012
Buyer: Bill Perkins

Vendor: WRTV
1330 N. Meridian
Indianapolis, IN 46204
Jen Hyslop

Bill To: INDIANAPOLIS
6330 e 75TH St ste 144
Indianapolis, IN 46250
Phone: 317 585 0000
Fax: 317 585 0010

Affiliation: ABC

Daypart	COST	NET CST	Wks	Mon	Mon	Mon	Mon	Mon	Total Spots	Adults 50+	Adults 35+	Men 25-54
			Dur	8/6	8/13	8/20	8/27			RTG CPP	RTG CPP	RTG CPP
Indianapolis May12 DMA Nielsen Live+3												
WRTV-TV												
M-F 7a-9a GD MRN AMR-ABC	\$190.00	\$161.50	30	3	3	3	3	3	12	3.0	2.2	0.4
										\$63.33	\$86.36	\$475.00
										\$53.83	\$73.41	\$403.75
M-F 12n-12:30p RTV6 NEWS-NOON<	\$160.00	\$136.00	30	3	3	3	3	3	12	2.0	1.5	0.1
										\$80.00	\$106.67	\$1,600.00
										\$68.00	\$90.67	\$1,360.00
M-F 5p-5:30p RTV6 NEWS-5 1A	\$375.00	\$318.75	30	2	2	2	2	2	8	4.8	3.5	0.9
										\$78.13	\$107.14	\$416.67
										\$66.41	\$91.07	\$354.17
M-F 5:30p-6p RTV6 NEWS-5 1B	\$300.00	\$255.00	30	3	3	3	3	3	12	6.0	4.3	1.0
										\$50.00	\$69.77	\$300.00
										\$42.50	\$59.30	\$255.00
M-F 6p-6:30p RTV6 NEWS AT 6	\$375.00	\$318.75	30	3	3	3	3	3	12	5.5	3.5	0.6
										\$68.18	\$107.14	\$625.00
										\$57.95	\$91.07	\$531.25
M-F 7p-7:30p RTV6 NEWS AT 7	\$300.00	\$255.00	30	3	3	3	3	3	12	5.6	3.8	0.6
										\$53.57	\$78.95	\$500.00
										\$45.54	\$67.11	\$425.00
Su 6p-6:30p Su News	\$180.00	\$153.00	30	1	1	1	1	1	4	10.3	7.0	4.8
										\$17.48	\$25.71	\$37.50
										\$14.85	\$21.86	\$31.88
Total Spots: 18 18 18 18									72	344.8	239.6	58.8
Total GRP/GIMP(000): 86.2 86.2 86.2 86.2									Total CPP/CPM:			
Total Cost: \$19,620.00 \$16,677.00									\$56.90 \$81.89 \$283.62			
Total									\$48.37 \$89.60			
AUG 12 \$14,715.00 \$12,507.75									54			

Buy Detail Report

Date: 7/30/201

Client: Schneider SD 30
Media: TV
Product: General Election
Primary Demo: Adults 50+

Flight Start Date:
Flight End Date:
Buyer: Bill Perkins

8/6/2012
9/2/2012

Vendor: WRTV
1330 N. Meridian
Indianapolis, IN 46204
Jen Hyslop

Bill To: INDIANAPOLIS
6330 e 75TH St ste 144
Indianapolis, IN 46250
Phone: 317 585 0000
Fax: 317 585 0010

Affiliation: ABC

Wks Mon Mon Mon Mon
Dur 8/6 8/13 8/20 8/27

COST NET
CST

Total Spots
Adults 50+ Adults 35+ Men 25-54
RTG CPP RTG CPP RTG CPP

Indianapolis May12 DMA Nielsen Live+3
WRTV-TV

Total
SEP 12 \$4,905.00 \$4,169.25

18

WRSU-TV Indianapolis
 Scott Schneider
 8/6-9/2/12

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

SENATE MAJORITY CAMPAIGN COMMITTEE

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

TOM WYSS

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

8/3/12

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

REVISION FOR
COMMITTEE NAME CHANGE

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE☒ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WRTV-TV Indianapolis

Date:

8/2/12

I, BILL PERKINSbeing/on behalf of: SCOTT SCHNEIDER, a legallyqualified candidate of the REPUBLICAN politicalparty for the office of: STATE SENATORin the GENERALelection to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
1:30	7a-730p	M-Su	—	18x/wk	4 wks

Total Charges:

\$7,000

NET

18054

PERKINS NICHOLS MEDIA

6330 East 75th Street, Suite 144
Indianapolis, IN 46250
(317) 585-0000



BMO Harris Bank N.A.
20-7043-2740

8/1/2012

PAY TO THE
ORDER OF WRTV-TV

\$ **16,677.00

Sixteen Thousand Six Hundred Seventy-Seven and 00/100*****

DOLLARS

WRTV-TV (CHA 6)
1330 N MERIDIAN STREET
INDIANAPOLIS, IN 46202


AUTHORIZED SIGNATURE

MEMO

8/6-9/2/12 SCOTT SCHNEIDER STATE SEN 20

⑈018054⑈ ⑆274070439⑆ 00100⑈87013⑈

PERKINS NICHOLS MEDIA

18054

WRTV-TV

8/1/2012

WRTV-TV INDY,IN 8/6-9/2/12 SCOTT SCHNEIDE

16,677.00

1037. IRSMCC

8/6-9/2/12 SCOTT SCHNEIDER STATE SEN

16,677.00

#183987

\$ 19,620

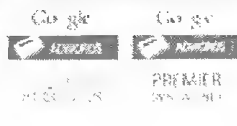
Security features. Details on back.

Sweeney, Annie

From: Anderson, Jamie
Sent: Thursday, August 02, 2012 11:14 AM
To: Hyslop, Jennifer; Sweeney, Annie
Subject: FW: Legal Name of the Committee Paying for Scott Schneider

Jamie Anderson ACCOUNT EXECUTIVE

1910 W. Washington Blvd., Suite 100
Indianapolis, IN 46204-4000



From: Diane Nichols [<mailto:DNichols@PNMedia.com>]
Sent: Thursday, August 02, 2012 11:07 AM
Cc: Matt Zapfe; jeff@anthemmedia.com; courtney@anthemmedia.com
Subject: Legal Name of the Committee Paying for Scott Schneider

Notice to Television stations:

Just to be certain we have ALL of our ducks in a row...

Paying party legal name: Senate Majority Campaign Committee

Authorizing party: Authorized by Scott Schneider for Senate

Future orders for the Senate Majority Campaign Committee may have this similar disclaimer for other candidates.

Orders from PNM will come to you with Senate Majority Campaign Committee as "Client" with the candidate named in the "Product" field.

It's important that "Authorized by Scott Schneider for Senate" appears on this current order, however you can get that done internally, and that it translates over to the invoices and affidavits.

Thank you for your continued attention to the details!

If you have any questions regarding this paperwork, or if there is anything I can do to make it easier, please give me a call.

Have a great day!

Diane

Diane Nichols
Perkins Nichols Media, Inc.
6330 E. 75th Street, Suite 144
Indianapolis, IN 46250
317-585-0000
317-585-0010 (f)
dnichols@pnmedia.com